REMARKS

A. Amendments

The applicant has added claims 59-64. Support for these claims can be found in the specification as follows:

Claim 59 defines a computer implemented method for increasing the likelihood that a consumer either will (1) purchase a product item from a category of products from which said consumer has not previously purchased or (2) purchase a product item of a particular product that said consumer has not previously purchased, comprising: providing in a computer system a historical purchase record for said consumer; determining in said computer system a first determination from said historical purchase record for said consumer that said consumer has not purchased a product item from one of a first product category and a first product in said first product category (page 3 lines 10-14); determining in said computer system a second determination from said historical purchase record for said consumer that said consumer has purchased a product item from one of a second product category and a second product in said second product category (page 17 lines 9-13); and printing on a single sheet of paper a (1) first promotion for said consumer to purchase a product item from that one of said first product category and said first product that said first determination indicates that said consumer has not purchased in order to obtain a first reward and (2) a second promotion for said consumer to purchase a product item from that one of said second product category and said second product that said second determination indicates that said consumer has purchased in order to obtain a second reward (page 3 lines 22-23; page 11 line 31 through page 12 line 4; page 3 lines 25-27).

Claim 60 defines the method of claim 59, wherein said first determination determines that said consumer has not purchased a product item from said first product category (page 18 lines 4-11; Figure 6).

Claim 61 defines the method of claim 59, wherein said first determination determines that said consumer has not purchased a product item of said first product (page 18 lines 4-11; Figure 6).

Claim 62 defines a computer implemented method for increasing the likelihood that a consumer either will (1) purchase a product item from a category of products from which said

consumer has not previously purchased or (2) purchase a product item of a particular product that said consumer has not previously purchased, comprising: providing in a computer system a historical purchase record for said consumer; determining in said computer system a first determination from said historical purchase record for said consumer that said consumer has not purchased a product item from one of a first product category and a first product in said first product category (page 3 lines 10-14); determining in said computer system a second determination from said historical purchase record for said consumer that said consumer has purchased a product item from one of a second product category and a second product in said second product category (page 17 lines 9-13); printing on a single sheet of paper a single promotion requiring, in order for said consumer to obtain a reward, that said consumer purchase both (1) a product item from that one of said first product category and said first product that said first determination indicates that said consumer has not purchased and (2) a product item from that one of said second product category and said second product that said second determination indicates that said consumer has purchased (page 3 lines 22-23; page 11 line 31 through page 12 line 4; page 3 lines 25-27).

Claim 63 defines the method of claim 62, wherein said first determination determines that said consumer has not purchased a product item from said first product category (page 18 lines 4-11; Figure 6).

Claim 64 defines the method of claim 62, wherein said first determination determines that said consumer has not purchased a product item of said first product (page 18 lines 4-11; Figure 6).
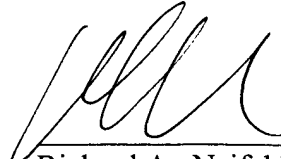
No new matter has been added.

B. Claim Status

Claims 1, 4, 7, 20-26, 28, 29, 59, and 62 are the independent claims.

Claims 1-58 are examined and rejected.

Respectfully submitted,

12/23/05

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Date

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Richard A. Neifeld, Ph.D.

Registration No. 35,299

Attorney of Record

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Printed: December 23, 2005 (10:30am)

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